

### Everybody's Personal Service

LEAVE word with any floor or aisle manager while shopping here if you are expecting to meet a friend or have a telephone call and we will have a page call you. Meet your friends in our waiting room, where is located free phone, etc.

# EVERYBODY'S

### Private Exchange 7700

ON and after Saturday, March 4th EVERYBODY'S telephone number will be PRIVATE EXCHANGE 7700. Our Service will be ideal. There will be sufficient Trunk Lines to meet all requirements. Phone 7700.

## We Will Make Saturday the Banner Shopping Day of This Week

### Boys' Tree Club

ALL boys should join our tree club at once. All that is required is for you to register your name in our boys' clothing and furnishings department and you will receive either a shade tree or fruit tree absolutely FREE. Boys, plant a tree and beautify El Paso.

### Fresh Flowers Tomorrow

BEAUTIFUL flowers; yes, myriads of them for Saturday. Fresh from California's green fields. Violets, carnations, freesias, daffodils and sweet peas. Priced as follows: Carnations, 25c a dozen; hot house carnations, 50c a dozen; freesias, 25c a doz.; daffodils, 25c a doz.; violets, 10c a bunch; sweet peas, 10c a bunch.

### Try Everybody's Chocolate

YOU should by no manner of means overlook your box of EVERYBODY'S CHOCOLATES while doing your Saturday shopping here tomorrow. Those who have never tried these dainty confections, and there are few in El Paso, can not realize the luxurious flavor and their dainty freshness. Put up in 1, 2, 3 and 5 lb. boxes at 50c a lb.

### Baby Tree Club

ENTER your baby's name as a member of our TREE CLUB. During "Baby Week" we will give a fruit or shade tree free to all babies visiting our store. Plant a tree for the baby that will grow as the child grows. Other trees will be given for baby's birthday each year.

### Everybody's--The "Niagara Maid" Store



THE products of the Niagara Silk Mills are so well and favorably known that an introduction here is hardly necessary. However, we want every person in El Paso to know that in this store these well known goods are sold; and that exclusively in this territory.

"Niagara Maid" gloves, hosiery and underwear are worn and most heartily recommended by women of prominence the world over. They are most durable, fashionable and withal the most satisfactory you will find in our city.

### "Niagara Maid" Gloves

Two Clasp Styles, 50c, 75c and \$1

There are light medium and heavy weights suitable for many occasions. Some are finished with Paris point embroidered backs. 12-BUTTON LENGTHS—These are heavy tricot weaves of best "Niagara Maid" silk. Black and white. Priced 75c a pair. 16-BUTTON LENGTHS—Of heavy tricot silk and finished with "Niagara Maid" Paris point embroidery. Priced \$1.00 a pair. SILK HOSE—The "Niagara Maid" quality. Soft silky appearance and wonderful wearing qualities. Spring colors and black and white. At \$1.50. SILK VESTS—"Niagara Maid" silk vests for women. Soft to the touch and very durable. Made with arm shield. Price \$1.50. SILK BLOOMERS—"Niagara Maid" silk bloomers to match above vests. Extra full made. Price \$1.55.

### New Neckwear

Regular 50c Sets at 39c

FOR Saturday our women's neckwear department is offering a special purchase of new collars and collar and cuff sets at 39c. They are made of very dainty embroidered organdy and are very chic indeed. Special values at only 39c.

### \$1 Lace Fichus, 79c

Then here is another lot in which you will find some unusual values. Large shawl effects of daintiest materials. White only. Specially priced at 79c.

### New Veils 50c to \$3

The very newest ideas in either drapes or circular effects for this season. Black and colors. Fine, medium or coarse mesh. 50c to \$3.



### \$1 Guaranteed Onyx Silk Hose, at 69c

All silk and made with deep garter hem top. Heavily reinforced. Black or white. Fully guaranteed. Special 69c.

### Tomorrow Is The Opening Of Our

New Boys' Department and The Beginning of Our Great Sale of The Sol I. Berg Stock of Boys' Clothing and Furnishings Just Purchased By This Store

New and Fresh Merchandise. Choose From These High Grade Lines

'PERFECTION'  
SUITS,  
'BEST EVER'  
SUITS,  
AND MANY  
OTHER  
PROMINENT  
MAKES



BOYS' K. E.  
WAISTS,  
BELL BRAND  
BLOUSES and  
SHIRTS,  
ARROW HEAD  
STOCKINGS,  
UNAJAMA  
PAJAMAS, ETC.

### A GREAT DOUBLE EVENT--BRING THE BOYS

WE had completed our preparations for the opening of our BOYS' CLOTHING & FURNISHINGS DEPARTMENT on Saturday next, when an offer from Mr. Sol I. Berg was made to us which involved the sale of his entire stock of high grade clothing and furnishings for boys. This offer was accepted promptly and all his new spring togs for boys became the property of EVERYBODY'S and was added to our already complete new stock for the opening day. This will be a showing and sale of boys' clothing and furnishings that will surprise every person visiting this store. It will be the most carefully selected stock and the most comprehensive assortment ever shown in El Paso.

### Boy's Hats & Caps, 35c

A dozen good styles and of good fashionable cloth. Hats and caps that sell regular for 50c, for opening day at ..... 35c

### The Boys' Own Department

Essentially and exclusively a boys' department. You will see many of the best known makes of clothing, including "EVER WEAR," "PERFECTION" and other brands. "Bell Brand" Blouses and Shirts, K. E. Waists and Arrow Head Stockings. Then there will be a complete assortment of boys' hats and at nearly every price imaginable.

We Give S. & H. Stamps

### Boys' 50c Hats 35c

Any number of excellent styles, some octagon, others diamond shapes. Summer hats of favored straws. Special at ..... 35c

### TOILET GOODS Priced Special For Saturday

15c Mennen's Violet Talcum Powder 12c  
25c Colgate's Dental Cream, only ..... 20c  
Azurea Face Powder, very delicate. 95c  
50c Madam Isabelle's Face Powder. 39c  
50c Ricksecker's Cold Cream, only. 39c  
Large 50c bottle of Lavis at ..... 39c  
50c Hind's Honey and Almond Cream 33c  
Pompeian Night Cream, for Saturday 35c  
Hudnut's Violet Toilet Water ..... 75c  
Dr. Charles' 50c Flesh Food, Saturday 35c

### Featuring Saturday Smart Trimmed Hats At \$2.95

FOR the early shopper we are offering for Saturday a selection of over fifty beautiful hats in the latest and most approved spring modes. They are all neatly and becomingly trimmed and are shown in every new color combination. Hats worth to \$7.50 at ..... \$2.95

### Copies of Expensive Hats, Saturday, \$7.50

Our copies of high priced hats are winning the honors in El Paso. People inform us that our spring models excel any they have ever seen and that many of these models at \$7.50 rival in beauty hats that sell in many stores at twice this price.

The workmanship employed is of a high order and the materials used are of unquestioned quality. The best in style that it is possible to offer at near this price. Special values at ..... \$7.50



## Smart Spring Outer Apparel

Featuring Four Lots--Suits, Coats, Dresses and Skirts

### Dainty Dresses, \$13.75

ONLY \$13.75 and of a quality that will surprise you. The styles are the equal of models priced to \$25. There are modes suitable for street, motoring and for other affairs. Smart and attractive silk dresses at a most modest price.

### Separate Wool Skirts

Separate skirts are always an acceptable acquisition to my lady's wardrobe. You will need several for the coming "Shirt Waist" days and should buy two or three here tomorrow at

\$4.75



### Handsome Suits, \$16.50

YOU will find in this lot of pretty suits, no doubt, the very one you are looking for and at a price far below what you expected to pay. There is variety of style; in fact, you may choose from scores and find hardly any two alike.

### New Spring Coats

YES, they are only a ten dollar bill tomorrow. A price that will recommend them to economical shoppers. The styles are the very latest and the materials include nearly every wanted fabric

\$10

### FOR FIRST DAY OF "BABY WEEK" A National Movement In Which We Take Great Pleasure In Cooperating



BABY WEEK at EVERYBODY'S will be attended with enthusiasm judging from the interest already manifest in the inquiries made for information on the subject by our many patrons.

And well it may, for we have provided many little features that will appeal to the proud mothers and many little things that you will most like for the little tots. We suggest a few here:

Short White Dresses, up to 3 years, \$1.25 to \$2.25.  
Infant's Long Dresses, at \$2.50, \$3 and \$3.50.  
Short Cashmere Saques, at 50c, 85c and \$1.00.

Short Skirts, 6 Months to 3 years, 25c, 35c and 50c.  
Infants' Long Skirts, at \$2.25, \$2.50 and \$3.25.  
Long Cashmere Wrappers, at \$1.25, \$1.75 and \$2.25.

